

PHILIP MORRIS U.S.A.

INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: M. MOORE

DATE: MAY 2, 1991

FROM: A. GOLDFARB/D. BALL

SUBJECT: CAMBRIDGE BOWLING CARTON PROMOTION - ELEMENTS

OVERVIEW

From mid-September to mid-October, Cambridge will field a retail carton promotion in 60 key markets (list attached) in conjunction with the Cambridge grass roots bowling tournaments. The objective of this promotion is to leverage Cambridge bowling at retail, to encourage carton purchases and to increase sales. This will be accomplished by securing large off rack displays and by drawing consumers from the bowling centers to retail to purchase Cambridge.

PROMOTION

This promotion will utilize the "Coufund" system which is a certificate good for discounts on pre-selected items with proofs of purchase. Specifically, the consumer with a Cambridge Coufund coupon will receive a free game of bowling, including shoe rental, with one Cambridge carton UPC. The Coufund coupon - certificate redemption expires 12/15/91.

These Coufund certificates can be obtained at both the participating retail chain accounts as well as at the participating bowling centers within each market.

Retail:

A 200 unit semi-permanent display will be placed in each participating chain account. Each display will have eight Coufund tear pads (50 Coufund coupons per pad) good for 1 free game of bowling, including shoe rental, with one Cambridge carton UPC. Each Coufund will be customized to have the chain's name and the location of the local participating bowling center's where the Coufund can be redeemed.

All cartons on the display should be couped with regular section/coupon allocations.

Bowling Centers:

Three counter cards with Coufund tear pads (100 Coufunds per pad) will be placed ~~at~~ on the counter each participating bowling center. These Coufund coupons will also be customized to direct the bowlers back to the participating chain accounts ~~within each market~~ to purchase ~~a case~~ of Cambridge with the Coufund and the Cambridge carton UPC. The consumer is ~~eligible~~ for a free game of bowling.

*with the coupon and with one case C.P.C.
then receives*

2049026736

Retail Incentive Program:

Each participating chain store will receive a "Retailer Incentive Program". The incentive program consist of a bowling party at a local bowling center as well as a raffle for all store employees for a chance to win a trip to the Cambridge Pro Am bowling finals in Reno, Nevada.

DATES/PRODUCT/PAYMENTS:

Timing/Geography: September/November Sales cycle - Top 60 P/V SDI Markets

Product: All packings of Cambridge (excluding lowest)

Display: A 200 CIN display will be the only display produced for this promotion.

Payment: Accounts will receive .40¢ per carton up to 200 CINs, and .25¢ a carton for orders above 200; maximum order of 300 cartons.

MATERIALS/DISTRIBUTION:

All retail and bowling center Coufunds will be shipped to each S.A.M. or A.M. responsible for the chain within in each market. It will be their responsibility to distribute the materials to all participating accounts and bowling centers. The Coufund pads will need to be affixed directly to the RETAIL shelf talkers and will need to be placed in the bowling center counter cards. The other materials will be shipped as a kit from KDC to be sales reps. for field assembly and placement (KIT list below).

All of the materials are broken down and will be separated into three different kits (see materials list for items and quantities.)

Store Kit #1: Contains store display & P.O.S. - should be sent from KDC to sales reps with participating chains records.

Store Kit #2: Contains Bowling Center counter card, sweepstakes forms and party certificate - should be sent from KDC to FSF S.A.M. or A.M. to distribute to participating chain accounts and bowling centers.

Store Kit #3: Contains Coufund customized retail display tear pads and bowling center card tear pads. Should be sent by Coufund to FSF S.A.M or A.M. to distribute to participating chain accounts and bowling centers.

HEADQUARTER SALES

Headquarter sales reviews this promotion and will monitor the sell-in and coordination in the 60 markets with the FSF SAM's and AM's.

of the materials

2049026737

PROMOTION TIMING

Management Material

| | | |
|--------------|-----------|------|
| - Sell Sheet | Comps | 5/6 |
| | A&K | 5/13 |
| | Due KDC | 6/17 |
| | Due Field | 6/28 |

Displays

| | | |
|-------------------|-----------|------|
| - 200 Unit Header | Comps | 5/6 |
| | A&K | 5/13 |
| | Due KDC | 7/29 |
| | Due Field | 8/19 |

P.O.S.

| | | |
|-------------------------------|-----------|------|
| - <u>Counter Card/Poster/</u> | Comps | 5/6 |
| <u>Shelf Talker</u> | A&K | 5/13 |
| | Due KDC | 7/29 |
| | Due Field | 8/19 |

2049026738

ALLOCATION/MATERIALS LIST

| <u>Elements:</u> | <u>Total</u> | <u>POS #</u> | <u>P/F</u> |
|---|--------------|--------------|------------|
| <u>Management Materials</u> | | | |
| Sell Sheets | 2,000 | 61278 | Banded |
| <u>Store Kit #1 (store)</u> | 2,000 | 61215 | 1 |
| 200 Unit (40 x 60) | 2,000 | 50568 | 1 |
| Shelf Talker | 16,000 | 61281 | 8 |
| Poster | 2,000 | 61280 | 1 |
| Display Headers | 2,000 | 61279 | 1 |
| <u>Kit #2 (Bally center)</u> | 2,400 | 61216 | 1 |
| Counter Card (3/Center) | 6,000 | 61282 | 1 |
| Party Certificate | 2,400 | 61284 | 1 |
| Sweepstakes Entry Form (50/pad) | 2,400 | 61285 | 1 |
| Sweepstakes Return Envelope | 2,400 | 61214 | 1 |
| <u>Kit #3 (coufund)</u> | 2,600 | 61217 | 1 |
| Coufund Tear Pad (50/pad) (8 x 2,000) | 16,000 | 61283 | 8 |
| Counter Card Coufund Coupons (100/pad) (3 x 2,000) | 6,000 | 61286 | 3 |

DB002/db

2049026739